# Shipping MANAGEMENT

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TO SEE PAGE ...

58486 AUGUST 10, 1958

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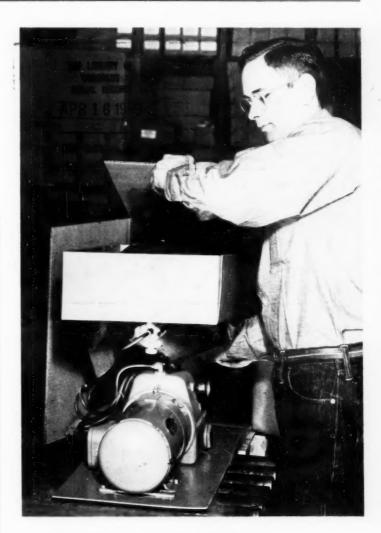
THE PRACTICAL "HOW-TO" MAGAZINE FOR THE TRAFFIC, DISTRIBUTION, AND PACKAGING EXECUTIVE

#### PROBLEM CLINIC

Experts advise: Beat the clock with air freight . . . . . p. 40

What you should know about operator-driven trucks . . . . p. 26

Which corrugated container is right for you? .....p. 32



Cooperation with key departments sparks traffic at Stanley Works....p. 10

## If when is a factor in shipping

(with on-time delivery essential)





If <u>how</u> to assure careful handling is a problem

If where is anywhere along this strategic route (or points beyond through nation-wide interline connections)



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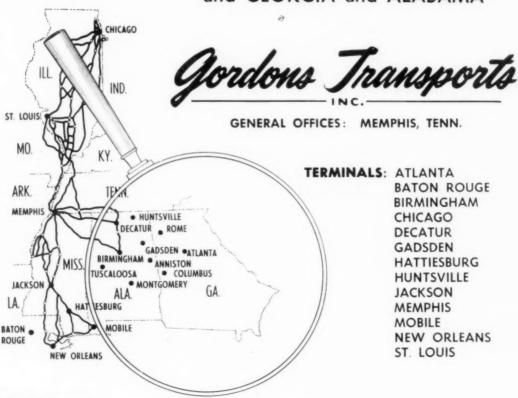


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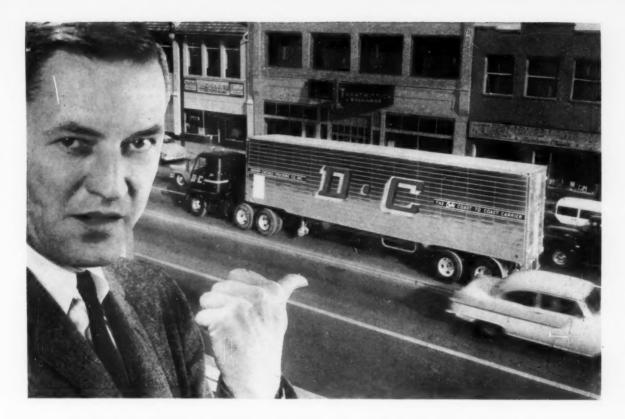
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**AUGUST 10, 1958** 

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#### IN THIS ISSUE....

End of a tax

What the repeal of the 3 percent excise tax on freight will mean to the shipper, receiver, and common carrier

#### Cooperation with key departments sparks traffic at Stanley Works

A multi-million dollar operation, distribution at the Stanley Works hinges on inter-departmental traffic & transportation teamwork. The result: Super-efficiency.

#### How tagging speeds warehousing at Robert Gair

Receiving and storage a headache? They needn't be. Here is the case history of how one company licked its warehousing problems with an effective, common sense system

#### What you should know about operator-driven trucks

Rugged, dependable, power-packed, and adaptable. That's the rider-type industrial truck, the distribution executive's "ace in the hole" for heavy volume handling

#### Which corrugated container is right for you?

The problem: Selecting the carton that will afford your products maximum protection at the lowest possible cost. The solution: A detailed, proven, step-by-step blueprint specialty designed to guide you in making your choice.

#### New process beats odor-contamination

It's simple, relatively inexpensive, and fast acting. Developed to cleanse contaminated cargo of odors, this advanced process could be the answer to your odor damage claims.

#### PROBLEM CLINIC-Beat the clock with air freight

Rush order? Minutes count? That's the time to ship by air cargo, distribution executives participating in Shipping Management-National Hi-Way Shipper survey say. Here's why.

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SHIPPING NATIONAL MANAGEMENT HI-WAY SHIPPER

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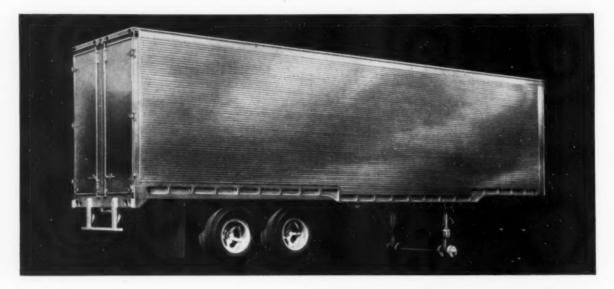
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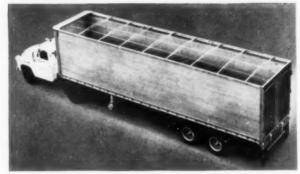
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### End of a tax

The welcome repeal of the 3 percent tax on freight shipments last week should serve as a powerful shot in the arm to carriers, shippers, and consignees. Imposed as a wartime measure in 1942 and then extended for 13 years beyond the time it should have been dropped, the levy imposed a heavy additional drag on an already overburdened U.S. distribution and transportation system.

No one in recent years felt this burden more keenly than the distribution executive. Faced with mounting shipping charges and spiraling packaging, handling, and warehousing costs—costs that defied his best efforts to keep them down—the continued addition of 3 percent to his freight bills was a particularly bitter pill for him to swallow. Now that the tax has been lifted, no one will benefit more.

Coming at a time when business appears to be breaking out of the recession doldrums, the repeal of the levy on freight should have a widespread effect on the national economy.

For one thing, the country's annual shipping bill will automatically decline by half a billion dollars—the amount the transport tax netted the Federal government last year. For another, repeal of the tax should boost common carrier tonnages substantially. Since the levy was invoked, many firms established their own trucking service to avoid the 3 percent extra cost. This trend, motor carrier chiefs believe, will now be reversed.

The long-haul shipper should also be affected significantly by the end of the excise tax. Since the amount of the tax was measured by the length of the haul, rather than by the value or character of the shipment transported, the spread in the amount of assessment varied considerably. An additional burden, consequently, was placed on the long-haul shipper, who found himself at a decided disadvantage when he tried to compete in more distant markets.

The 85th Congress is to be congratulated that it finally saw the wisdom and the justice in eliminating an emergency tax that had long since served its purpose. The repeal of the excise levy on freight—3 percent on the transport of general cargo, 4 cents per ton on coal, and 4½ percent on the transport of oil by pipeline—can only serve to stimulate business, bolster common carriers, encourage shippers, and help lift the economy by its bootstraps to a new level of prosperity.

The Publishers

# REGULAR RUN OF STEEL OPERATIONAL VIEW AND MATERIALS FLOW THE STANLEY WORKS

## Cooperation

James M. Stuart, General Manager Traffic at the Stanley Works in New Britain, Connecticut, is a member of his firm's top executive team. Responsible only to the president of the company, he directs a complex multi-million-dollar-a-year industrial traffic operation.

A leading manufacturer of hardware, strip steel, and tools, the Stanley Works has plants located in New Britain, Forestville, East Berlin, Wallingford, Chester, Rainbow, and Plantsville, Connecticut; South Shaftsbury and Stockbridge, Vermont; Pulaski and Chattanooga, Tennessee; Newark, New Jersey; Niles, Ohio; and North Miami, Florida. It also runs three subsidiaries in Canada, one in England, and one in Germany.

#### traffic's role

All shipping, receiving, handling, and storage activities conducted at these far-flung facilities are under the direct supervision of the GMT and his carefully trained, highly capable staff.

Mr. Stuart's jurisdiction doesn't end here however. As he himself explains it, "Our traffic organization is not merely concerned with technical transportation details. Its job is also one of coordination and cooperation with many other departments in the company."

Providing a striking example of integrated distribution in action at one of America's largest concerns, traffic at the Stanley Works is linked closely to virtually every facet of the firm's daily operations. Among the departments whose traffic needs are met by Mr. Stuart's group are Sales,

## with key departments

## sparks traffic at Stanley Works

Legal, Purchasing, Manufacturing, Accounting, and Engineering.

Its duties, in this connection, include:

#### FOR SALES:

- Quoting freight rates and furnishing rate statements for all plants.
- Providing tracing and expediting service.
- 3. Assisting consignees on claims.
- Arranging for the routine transportation and the relocation of sales personnel.
- 5. Routing via the cheapest method of transportation.
- Obtaining classification and rate adjustments.
- 7. Supervising weight agreements with carriers.
- Arranging for and conducting intensive surveys designed to improve the distribution of specific company products.

#### FOR LEGAL:

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1. Furnishing expert advice on

traffic and transportation legislation likely to have an influence on Stanley policies and procedures

- Handling the presentation of rate cases before the Interstate Commerce Commission and the Public Utilities Commission.
- Analyzing and preparing official company transport data.
- Providing expert aid and advice in legal cases concerning any facet of company traffic, transportation, or relations with carriers.

#### a key department

#### FOR PURCHASING:

- 1. Achieving lower freight rates on exceptionally large movements of inbound materials.
- Providing the routes to be listed on purchase orders covering special shipments.
- 3. Tracing and expediting the

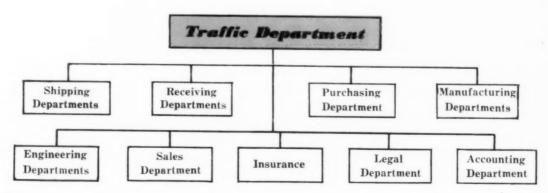
movement of materials needed urgently.

#### FOR MANUFACTURING:

- Advising on the most effective methods for shipping merchandise.
- Moving materials between plants and between cities, when company-owned trucks are specified as the method for transportation.
- Advising on packaging specifications.
- Tracing and expediting the movement of raw materials so that production lines will operate continuously.

#### FOR ACCOUNTING:

- Auditing transportation charges on invoices where there is some doubt as to the allowance stipulated.
- 2. Collecting transportation overcharge claims.
- 3. Auditing all transportation bills



August, 1958



James M. Stuart

with an eye toward proper classification, correct rates, and reasonable charges for plants and divisions.

#### FOR ENGINEERING:

Conducting transportation surveys involving new plant and branch locations.

Advising on purchases of materials handling and transport equipment.

In order to service these departments, and, at the same time, carry out the variety of tasks normally performed by a traffic organization, Mr. Stuart's group is divided into four sections. Each is headed by an Assistant Traffic Manager and has a specific set of functions for which it is responsible.

#### rates and classification

Supervising all rate and classification matters is ATM Kenneth H. Stanley. His assignment includes the processing of rate statements for all plants and correspondence pertaining to the classification of merchandise, rates, weights, and extensions.

It is also an important part of his job to check tariffs and supplements received from carriers and to bring to the immediate attention of the GMT any change of significance to the company. Mr. Stanley, moreover, is responsible for ordering new supplements and tariffs and overseeing their filing so they are readily available at all times to traffic department personnel. Since the Stanley Works relies on some 300 different carriers annually, there are

more than 3,000 filed tariffs which must be kept up-to-date.

Assistant Traffic Manager William I. Bingham, on the other hand, is the executive responsible for personnel transportation and relocation. He also handles all of the general traffic department correspondence; traces and expedites shipments; and arranges for insurance coverage on special consignments, when necessary. The handling of regular pool cars—including routing, car and tonnage records, and annual reports—likewise falls within his jurisdiction.

#### export-import

Robert J. Talbot, Mr. Stuart's third assistant, is the traffic department's export-import expert. He keeps the company abreast of steamship schedules; facilities for the unloading and movement of cargo in various ports and countries; and global customs regulations.

Assistant Traffic Manager Edmund Meehan, meanwhile, supervises all private carrier operations. Stanley's company-owned fleet at the present time consists of three 20-ton tractor-trailer units; two 16-ton vehicles; seven straight trucks of various sizes and capacities; and a number of automobiles

Sparked by GTM Stuart and his aides, integrated distribution is paying off handsomely at the Stanley Works. Few companies can boast of a more efficient traffic operation and fewer still of the value per distribution dollar attained by the Connecticut manufacturer.

Nowhere is this high-level efficiency more apparent than in the firm's shipping activities. Utilizing all forms of transportation and a wide variety of carefully tested and proven packaging materials and procedures, the Stanley Works is geared to speedy, safe deliveries on a world-wide basic

Because of the makeup of the firm and the location of its plants, each factory does its own shipping. Nevertheless, it is the traffic department in New Britain which establishes the methods to be followed and supervises all arrangements for transportation.

Constantly improving its techniques and its facilities, the Stanley Works recently opened a new \$2 million plant in New Britain. Covering 40 acres, the structure is a model of industrial efficiency.

From the viewpoint of the distribution executive, the building embodies a number of important structural advances. Its loading platform, geared to rapid motor carrier shipping and receiving operations, is completely enclosed and heated so that personnel will not be slowed in their work by bad weather.

Modern ramps, which may be raised or lowered automatically to match the height of truck tailgates, facilitate loading and unloading. Right in back of these ramps is the plant's storage area. This means that in shipping or receiving freight moves over a far shorter distance than at most factories, cutting handling costs and reducing damage.

To go along with its new facility, the Stanley Works has installed a full line of up-to-the-minute packing, sealing, and marking devices in its shipping area. An improved procedure, designed to expedite the plant's shipments of steel strapping, has also been instituted.

Under this system a distinctive shipping label is now placed on all standard paper-wrapped coils of strapping leaving the factory. Seven digit numbers, large enough to be seen at a glance in order to speed up the processing of orders, are imprinted on each label.

The first three digits indicate the class number of the outgoing merchandise. The second two represent its size, in 16ths. And the final two digits designate the gauge of the strapping.

Rip cord packaging, to which the labels are applied, meanwhile, make it easier for the consignee to remove the coil's protective wrapping—a final touch indicative of the high degree of efficiency and ingenuity attained by the Stanley Works in its distribution activities.

Stanley's new steel strapping packaging



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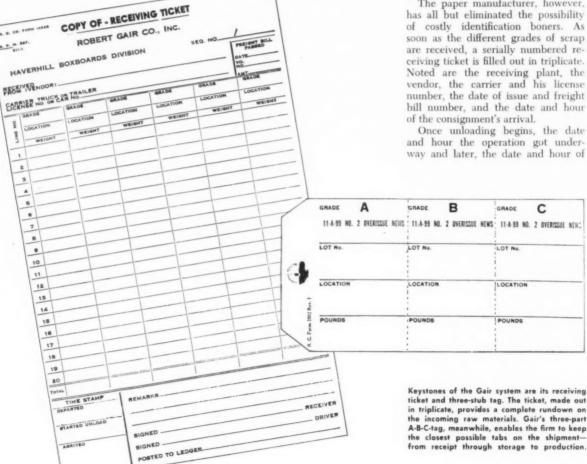
## How TAGGING speeds warehousing at Robert Gair

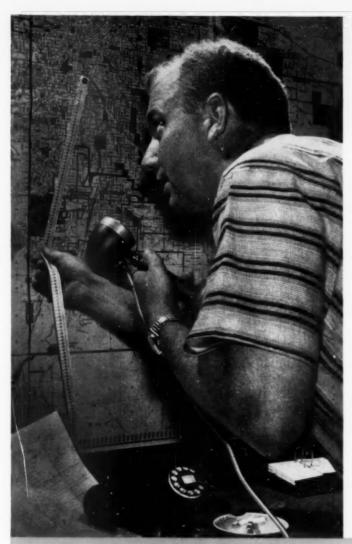
A simple, common sense warehouse tagging system could be the solution to your raw materials receiving, storage, and inventory problems. It is for the Robert Gair Company, a national producer of paper and paperboard products.

Developed by the firm, the costcutting, time-saving procedure assures foolproof grade and price identification of incoming manufacturing ingredients and expedites their handling and warehousing. What's more, it provides for effective physical and cost control of these raw materials from the moment they are received until they are turned over to produc-

This is how the operation works: Each of Robert Gair's eight boxboard mills uses up to 30 different grades of scrap paper. A different combination of scrap goes into each product. Yet only an expert can distinguish one grade from the next.

The paper manufacturer, however, has all but eliminated the possibility





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completion, are added. The purpose? Complete control of unloading costs and the number of men required to do the job.

Moving on to the next phase of the Gair procedure, the incoming raw material is identified by its correct grade. The grade code identification symbol and the code symbol of the warehouse bay in which the materials will be stored are noted on the receiving ticket.

For each grade of scrap, there is a specially imprinted three-stub tag carrying the code symbol of the raw material to which it will ultimately be attached.

#### tag stub data

The serial number printed on the receiving ticket, the symbol for the warehouse section to which the consignment will be sent, and the weight of the incoming raw materials are next entered on the appropriate set of tag stubs. When the consignment is ready to be moved to storage, the three-stub tag is attached. A final accuracy check is made; the bottom stub of the tag is removed and clipped to the receiving ticket; and the raw materials are sent on their

Emphasis now shifts to the receiving ticket. One copy is immediately sent off to the vendor. A second, meanwhile, is held by the expert who identified the grade of the arriving raw materials. And the original is sent to accounting, with the tag stubs representing the incoming raw materials still attached.

Accounting is charged with the responsibility of checking the entries on the receiving ticket against the accompanying stubs and bill of lading. If the invoice checks out correctly, payment is made. If not, the vendor is notified.

Eventually, the data on the receiving ticket winds up on a set of inventory cards, filed according to grade. Each grade, in turn, is broken down by storage location. The result: Current inventory can be determined quickly and the precise location of every incoming raw material ascertained.

#### storage procedure

When the storage department receives an order from production for a specified grade and weight of scrap, it knows exactly where the raw material has been placed. The production order is met. Raw materials are gathered and dispatched for use in the manufacturing of Robert Gair's products.

Before these materials are released, however, the middle section of the three-stub tag originally attached to them is removed and checked against a file card bearing the materials' grade symbol and delivery date. Since the raw materials are about to be utilized, reference to them is withdrawn from the files and the resulting decline in inventory noted

The remaining stub is left on the raw materials until they actually reach production. Only when they are about to be used is the tag removed.

During a subsequent comparison of physical with book inventory, each middle stub must be matched up with a corresponding top stub, before the raw materials they represent can be written off the books officially. Since comparisons are made on a weekly basis, the company is in a position to keep the closest possible tabs on its current inventory and to order adequate quantities of fresh materials as needed.

#### lower costs

Simple, effective, precise, the warehouse tagging system now being employed by the Robert Gair Company has drastically reduced the firm's handling, storage, and accounting costs. Because stored goods can be located and moved to production on a moment's notice, costly delays-leading to idle machinery and men-have been slashed, and the firm's whole manufacturing operation has benefited.

With the St. Lawrence Seaway nearing completion, port cities along America's "fourth coast" are getting set for their new role as U.S. marine centers.

Want a line on what they offer in the way of facilities? Here's an address list of port bureaus and organizations you may want to con-

Chicago, Illinois-Bureau of Rivers and Harbors, Navy Pier

Detroit, Michigan-Port of Detroit 2400 Guardian Commission. Building

Milwaukee. Wisconsin-Board of Harbor Commissioners, 710 City Hall

Toledo, Ohio-Toledo-Lucas County Port Authority, 241 Superior Street

### INTIMATE

# notes

#### ...OF EMINENT PEOPLE

BY CURTIS C. STEWART

Cooper (Robert Ely, Sr.) the elderly statesman of the nation's common carriers (COOPER-JARRETT) saunters past his 82nd milestone . . . we should be one-half so good . . Cavanaugh (James, Cavanaugh Cartage Co., Chicago) walked past his 101st milestone in June of this year, which all goes to prove that the motor carriers and the shippers are the greatest . . . Roberts (Roy), publisher Kansas City Star, takes four months European tour . . . ditto Ringsby, (W. J.) only he looks in on Peru??? . . . Nicholas (James E.) Indiana Motor Carriers Association exec picks up membership Board of Trustees Tri-State College . . . Stevens (Florian J.) elected president Clearing-Cicero Traffic Conference Runge (Robert J.) joins staff Chicago's fast moving ad agency Garfield-Linn as Vice President-Marketing . . . MacMillan (J.C.) joins public relations staff, the Ryder System, hdq. Jacksonville . . . Neuman (Fred), fast moving purveyer of economical transportation (Fruehauf), takes a four-day rest in Hot Springs, Virginia . . . A note to the shippers: the EYSEESEE has granted temporary authority to Gordons Transports to manage and control Decatur Transit Truck Line which affords direct service to the states of Georgia and Alabama . . . those boys at EASTERN EXPRESS, INC., are quick to tell you they are the motor carrier with more go-how . . . Spadie (Al) assumes duties terminal manager Federal Express, hdq. Louisville . . . . Rockwell (Arthur R.) joins sales staff,

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Southern-Plaza, hdq. Tulsa . . . Fox (C. Lyn) picks up prexyship California Public Service Commission, hdq. Sacramento . . . Shaffman (Sam) joins sales staff Dohrn Transfer Company, hdq. St. Louis . . . Kline (Paul V.) appointed traffic manager Sulphur Export Corporation, hdq. New York . . . a note of special interest to the American Indian; there has been a law on our Federal books since 1803 that you do not have to pay toll road or turnpike fees . . . Tittsworth (Joe) Strickland Transportation, hdq. Dallas, is still traveling an hour late and a buck short while Moran (Grant) Western Auto Traffic exec. just travels . . . Schenck (C. Byron) named general traffic manager Container Transport International, hdq. New York . . . Wilson (Claude P.) known as "FUSELOYLE" throughout the shipping fraternity retires to Muskogee, Oklahoma, following a half century in transportation, the past 25 years with motor carriers and the last 15 with P.I.E. . . succeeding Wilson as midwest director of sales P.I.E. is Lyons (Jerry L.) who will hdq. at Kansas City . . . LIFE'S WONDERFUL, that's something we all know and fully appreciate but take too much for granted. It took those at SPECT-OR FREIGHT SYSTEM to bring it to your attention, just call any one of their 30 terminals for proof . . Stewart (Willis) appointed district sales manager, New York area, Viking Freight Company, hdq. 5th Ave. New York . . . Himsel (George F.) appointed freight claim manager

EAZOR EXPRESS, hdq. Pittsburgh T.S.C. Motor Lines exec, adds 30 new trailers to their fleet to better serve their shippers . . . an expression of thanks to Toler (James) President A.R.A. hdq. Fort Worth who made it possible for this individual to drive in air conditioned luxury . . . a note of interest to shippers and carriers concerned with control temperatures, look in on NEWTON-NORDIC hdq. Newton, Kansas. They have information of interest . . . Carroll (John), who spark-plugs Signal Trucking, Los Angeles, makes a fast run to the 49th State. Warehousing and distribution there??? . . . it's for sure Bartlett Trailers, hdq. Chicago, will appear our ad index this issue and from now on, note their 4-color insert herein . . . Berreman (Arch) appointed general manager Knaus Truck Lines, hdq. Kansas City. Knaus now operated temporary authority Consolidated Freightways . . . Landon (Alf. M.) staunch Kansas Republican, presidential candidate in '36, smokes Kent cigarettes when you "loan" them to him . . . Reardon (Charles L.) elevated to vice-presidency, operations, Ringsby System, hdq. Denver . we appreciate that MACK BULL-DOG deal coming later in the year this publication and in looking forward to the 25th anniversary of the American Trucking Association, our attention is called to the fact that "THE SHORTEST DISTANCE BE-TWEEN TWO POINTS IS A TRUCK LINE"



In a move aimed at expediting pickups and deliveries in Chicago, the <u>Interstate Motor Freight</u> System has equipped its Windy City fleet with two-way radios.

One of the first motor carriers in the nation to utilize a new band cycle allocated by the Federal Communications Commission, Interstate launched its improved service last month.

Use of radio equipment has already extended the truck line's daily pickup time by three hours. The company now accepts calls as late as 5:00 PM for freight destined for next morning delivery to points within overnight hauling distance of Chicago.

It's official! There were more trucks on America's highways in '57 than ever before. According to a recently completed Department of Commerce breakdown of last year's motor freight operations, there were 10,-960,000 private, commercial, and governmental vehicles in service.

Edge over '56, the previous record year: 2.5 percent.

Memo to Eastern distribution executives:
A new evening course in "Motor Carrier Management"—described as deeper and broader in scope than any similar course yet offered—has been scheduled for the September semester by the City College of New York.

semester by the <u>City College</u> of <u>New York.</u>
Specifically designed for traffic management personnel, the course will deal with the truck industry and its relation to highway systems and regulations; trade barriers; conflicts with the railroad industry; classification of carriers; operating rights; and functions of executive departments.

Registration information may be obtained by contacting <u>CCNY</u> at <u>17 Lexington Avenue</u>, <u>New York 10</u>, <u>New York</u>.

New branch sales and service facilities for White, Autocar, and Reo Trucks will be built on a three-acre tract which the White Motor Company had just purchased in Cincinnati . . . The management of Eastern Express has announced that the company will move its general offices to 1450 Wabash Avenue, Terre Haute, Indiana, later this year.

Automated paper work is playing an increasingly important role in loss and damage prevention.

At the Super Service Motor Freight Company in Nashville, Tennessee, for example, electronic data processing of claim information is enabling the firm to prevent claims before they happen and to assure shippers that their merchandise will be transported with a minimum of claim risk.

Briefly, this is how the Super Service system works: IBM equipment is used to keep the carrier's claim department personnel up to date on the how, why, what, and where of intra-company loss and damage. Monthly tabulations are kept on all commodities involved in either a loss or damage claim and the packaging, equipment, handling, procedure, cost and, responsible terminal are noted.

Armed with this information, Super Service may then take immediate and appropriate steps to eliminate causes of damage deriving either from its facilities or procedures.

The result? Better shipping, satisfied customers, and one of the lowest claim rates in the country.

For the fifth year in a row, <u>Johnson Motor Lines</u>, <u>Inc.</u>, has been honored for its outstanding achievements in the field of loss and damage prevention. The carrier's record? Safe delivery of 99.7 percent of all cargo transported by it.

Expanding its freight-carrying capacity, the Spector Freight System has purchased 40 new aluminum outer panel trailers from the Highway Trailer Company.

The 35-foot vans feature "Level-Flor" construction, designed to eliminate interchange problems by permitting lift truck loading to the front of the trailer.

General increases in motor carrier rates between points in the Southern Territory went into effect last week. The published increases are 12 percent for LTL or any quantity of traffic moving on class rates, classification exception ratings or on commodity column ratings, and 9 percent for LTL or AQ traffic moving on commodity rates.

The rate rises are in lieu of an increase of 5 percent which became effective on February 10, 1958.





## Why mess around with stamps?



Save time, money - and postage - with a meter!

No self-respecting shipping clerk wants to fool around with ordinary, old-fashioned adhesive stamps, separating the sheets, putting the loose stamps in compartments, picking them out one by one in denominations that add up to the postage needed ... and licking and sticking them on the parcels. What he wants is a postage meter!

Get him a meter and you'll eliminate these headaches, delays and messiness. You'll help him send out neater looking packages, and save your company a lot of time . . . and overtime!

With a meter, you print postage as you need it - the exact amount for every package, on special gummed tape delivered moistened or dry, as desired. And the same meter directly stamps and seals your envelopes! You never run out of the right stamp denominations. The meter is set by the postoffice for as much postage as you want to buy; protects your postage from loss, damage, misuse; shows postage used and on hand on visible registers. And you tie up far less money in your "postage inventory."

Metered parcel post, already postmarked and canceled, takes less handling time in the postoffice, often catches earlier mail trains and planes. The date on the meter stamp tells when it was mailed.

If you don't have a meter in your shipping room, call the nearest PB office for a demonstration and see how you can save time and postage in your parcel mailing. Or, send the coupon for a free, illustrated booklet entitled, "Some Eye-Opening Facts About Parcel Post."

PITNEY-BOWES Postage Meter PITNEY-BOWES, INC., Stamford, Conn.

Originator of the postage meter...leading maker of mailing machines . . . branches in 107

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August, 1958

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20

# where to get help

#### port manual

Practical and up-to-the minute, "The New York Port Handbook, 1958" is a comprehensive directory of foreign commerce services and facilities at America's Number One seaport of special interest to traffic executives, exporters, and importers.

Unique among publications of its type, the 192-page reference work includes a wide variety of facts and figures on such subjects as transportation, marine terminals, warehousing, freight forwarders, and government.

Copies may be obtained at a cost of \$2.50 each from the Port Resources Information Committee, 225 Lafayette Street, New York 12, New York.

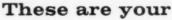
#### mh handbook

"100 Ways To Cut Material Handling Costs." That's the title of a new booklet being offered by Manpower, Incorporated, 810 North Plankinton Avenue, Milwaukee 3, Wisconsin.

Analyzing the ABCs of effective materials handling, the handbook suggests a wide variety of steps which may be taken to streamline procedures and apply sound management principles. Consideration is given to equipment, design and construction, conveying, storage, delivery, unloading, safety, and administration.

States the introduction to the booklet: "Government studies show that 22 percent of the entire American payroll is made up of materials handling costs. Much of this great expenditure, authorities maintain, is completely unnecessary. The complete operation of unloading, storing, conveying and delivery can be streamlined and made more economical through the application of sound management."

Addition to last month's list of packaging organizations: Wirebound Box Manufacturers Association, 327 S. LaSalle Street, Chicago 4, Illinois.





#### DEALERS





Opentop Semi Platform

ILLINOIS

Chicago 15 Erie Vehicle Co. 60 East 51st St. Phone: KE 6-6300 Chicago 46 General Body Co. 5838 N. Pulaski Ave. Phone: IN 3-6700

Rockford Nelson Trailer and Body Co. 11 St. Road, U.S. 51 South Phone: 3-5313

#### INDIANA

Noblesville
Warner Commercial Body, Inc.
Eighth & Carbon Streets
Phone: VI 6-2571
South Bend 23
Edwards Iron Works
2901 South Main Street
Phone: AT 9-5511

#### MICHIGAN

Detroit 17
Oleynik Body Co.
953 South Dix
Phone: VI 1-6308
Flushing
American Body Co.
127 S. Cherry Street
Phone: OL 9-5412
Grand Rapids
Ovens Body Company
1632 Turner Avenue, N. W.
Phone: GL 4-1926

Kalamazoo
Daleiden Auto Body Corp.
425 East Vine Street
Phone: Fl 3-1325
Rockford
Burch Body Works
Phone: VO 6-9281 and VO 6-9581

#### OHIO

Cincinnati 24
Melvin Aston Welding Co.
P. O. Box 680
Phone: VA 1-0884
Cleveland 9
Klein Body Co.
3280 West 25th Street
Phone: FL 1-3615
Columbus 3
Buckeye Body Builders
939 East Starr Avenue
Phone: AX 9-1136
Kidron
Kidron Body Company
Phone: 2901

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Green Bay Olson Trailer & Body Builders Co. 1212 Velp Avenue Phone: HE 7-3271

Milwaukee 2 H. Barkow Co. 153 North Milwaukee Street Phone: BR 6-4992



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Select your new truck body from one of Brown's New Series "C" aluminum Cargo Vans.

Brown built its first aluminum truck body over 25 years ago. Today, 25,000 bodies later, it offers you the New Series "C" line. There are three types in this new line...all engineered to feature the strength and toughness required by operators.

You get increased loading capacities and money-saving lightweight in all three types, because the New Series "C" makes full use of newer aluminum alloys that are stronger

yet light in weight. Also, aluminum is rust-proof and does not require paint or preservatives. And it refuses to wear out.\*

The single unit rear frame, in this *heavy-duty*, trailer-type construction, prevents wracking, maintains door alignment and protects the body from dock damage.

More than a hundred reputable body builders sell and service Brown Cargo Vans throughout the United States.

\*The first Brown aluminum Cargo Van—built in 1931—is still in constant use on its fifth chassis!



For complete specifications and prices contact your Brown Cargo Van Dealer-or write to:

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#### needs for service

Where the evidence established that the transportation needs of an applicant supporting shipper were only conjectural future ones, and when the existing carriers had adequate equipment and facilities to meet that shipper's reasonable present and foreseeable future needs, Division 1 of the Commission, with one Commissioner dissenting, concluded that the application should be denied.

In a case where two applicants sought authority which was granted, the Commission, on reconsideration, denied both applications, in six to five decisions, on the ground that the existing transportation service was adequate.

In the particular case, the shipper's sales had expanded and it desired to use the service of applicants which it had theretofore utilized only in connection with intrastate shipments. But it had made no efforts to obtain the services of an existing carrier which was ready to serve the shipper, and there was no evidence that its service would be inadequate because of traffic volume. Thus it was concluded that existing carriers should be offered an opportunity of serving the shipper before a competing operation was authorized.

Where an applicant sought to render single-line service in the transportation of iron and steel and iron and steel products, Division 1, with one Commissioner dissenting, found that existing motor and rail transportation was reasonably adequate, and that the need for single-line service over multiple-line service did not outweigh any adverse effect on existing carriers, where there was no evidence as to any specific inconvenience to the public.

The facts showed that although there were general criticisms of multiple-line motor carrier service and there did not appear to be any available single-line service from and to the points involved, it had not been shown that a single-line service would be so different in character from that which existed so as to materially improve the motor carrier service available.

It was felt that although, admittedly, a single-line service would have certain advantages over existing multiple-line service, this would not be outweighed by the effect upon existing carriers of the loss of the considered traffic.



#### second proviso operations

In determining whether a carrier seeking authority under the second proviso of Section 206(a)(1) of the Interstate Commerce Act is lawfully engaged in operating solely within a single state, the Commission will look to see if the carrier is so operating and if it is not commonly operated, managed or controlled in a common interest with an operation conducted in more than one state; and in this respect the burden of proof rests with the carrier.

In the particular case involved, the carrier seeking to register its intrastate operations under the second proviso was owned by the two children (and their mates) of a father who owned and operated a carrier conducting interstate operations, and the operations of both carriers were coordinated in numerous ways.

As a result, it was the Commission's view that the proviso carrier

was not lawfully engaged in operating solely within a single state, since it had not been shown that it was not commonly controlled in a common interest with an operation conducted in more than one state, because it was felt that the faher was in a position to exercise control over the affairs of the proviso carrier.

#### rates

The United States Court of Appeals, Fifth Circuit, in a recent opinion was in accord with the existing view of the Commission that the latter has the power to make a determination concerning the reasonableness of motor carrier rates on past shipments.

In still another case, the United States District Court, for the Eastern District of Michigan, Southern Division, in a suit by the Government against a motor carrier for alleged overcharges, felt that the carrier may ask that the proceeding be referred to the Interstate Commerce Commission for the latter's expert opinion, and that even aside from Section 204(c) of the Interstate Commerce Act, the absence of a statutory spelling out of procedural method would not prevent a federal court from referring such a proceeding before it to the Commission.

The New York Appellate Term of the Supreme Court recently held that where a motor carrier had not petitioned the Interstate Commerce Commission to authorize it to establish and maintain rates on a certain commodity, and when a shipper declares a released value on a shipment of that commodity, then initially the contract of carriage is invalid and unenforceable, and that moreover the shipper is not prevented, despite its having accepted the benefit of the lower rate, from recovering the actual amount of loss or damage.

# new products august, 1958

#### dock bumper

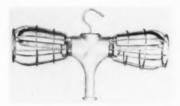
An adjustable, shock-absorbant dock bumper, constructed to provide both direct and angular thrust protection for docks and vehicles, has been developed by the Koneta Rubber Company.

Engineered for use on new or existing docks, and on self-leveling dock installations, the bumper consists of a series of replaceable molded rubber sections, reinforced with vulcanized nylon and cotton cord. Bumper length may be adjusted merely by adding or removing sections to meet the user's particular needs.

(check 83 on Help-O-Gram card)

#### portable hand lamp

A double-light portable hand lamp, designed to cut damage, bolster safety, and speed up loading operations by effectively illuminating freight handling points in shipping areas, has just been announced by the Daniel Woodhead Company.



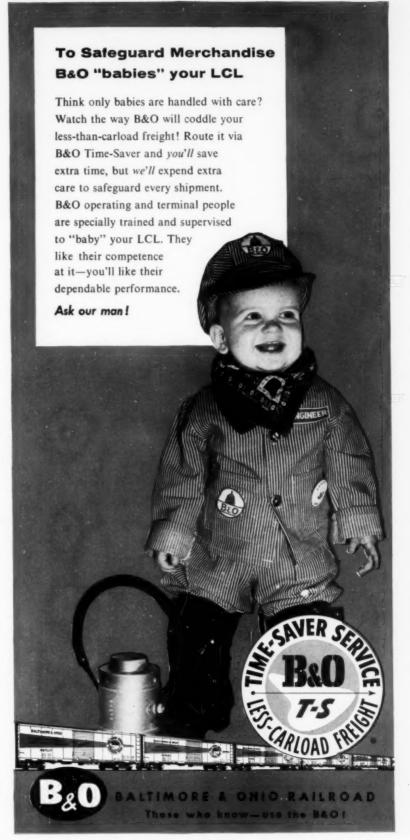
Dubbed the "Protex Loading Light," the device is equipped with a Neotex handle; watertight sockets reportedly impervious to oils, greases and most chemicals, full-length reflectors, and a large hook.

(check 84 on Help-O-Gram card)

#### stitching thread

Designed for more effective bag stitching, a new rayon thread is now being marketed by the American Viscose Corporation. The thread is described as reducing the down time on shipping bag sewing machines; materially reducing the leakage of bagged materials; and assuring trouble-free stitching.

(check 85 on Help-O-Gram card)



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E. T. Hartnett, Chicago traffic exec, named special accounts rep for Gordons Transports . . . Also, R. E. Hehl promoted to district sales man-





R. E. Hehl

ager for the company, to supervise Chicago area . . . Robert B. Stevenson of Framingham, Mass., picked as Northeast Airlines' new manager of cargo and military sales . . .

Patrick Calhoun Jr. of Jeffersonville, Ind., elected president of In-land Waterways Common Carriers Assn. He's chairman of the board of American Commercial Barge Line Co. Other officers: L. P. Struble Jr., president of Union Barge Line Corp., vice president; John O. Innes, VP of the John I. Hay Co., secretary-treasurer . . . Edward H. Ashton promoted



Edward H. Ashton

to general supervisor, Traffic department, Traffic and Transportation Division, Jones & Laughlin Steel Corp.

Northwest Freight Lines, Billings, Mont., authorized to begin trucking operations from Helena to Spokane. Company now has a direct carrier route from Minneapolis-St. Paul to Spokane . . . Ross L. Randall transferred to the Tacoma traffic office of Pennsalt of Washington Division, Pennsalt Chemicals Corp. . . .

James K. Newbold Jr. appointed director of sales and traffic, Knaus



James K. Newbold, Jr.

Truck Lines . . . New Cleveland terminal manager for Spector-Mid-States is Basil Fuller, formerly operations manager at the Indianapolis terminal.

Recently appointed New Orleans sales manager of Gordons Transports, Inc., is H. L. Robinson . . . W. D.

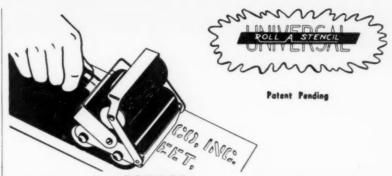


W. D. Benson

Benson named legal adviser to T.I. M.E., Inc. . . . Promoted to general manager of Great Southern Trucking Co: Ernest W. Wright.

A salute to Grant Moran, General Traffic Manager, Western Auto Supply Company, Kansas City, Missou-ri. Named "Transportation Man of the Year," Mr. Moran was honored by Mayor H. Roe Bartle of K. C. and his colleagues at July's meeting of that city's Transportation Club.

Damon N. Miller named base manager for Lockheed Aircraft Serv-(Continued on page 30)



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BOOKLET 100 Ways to

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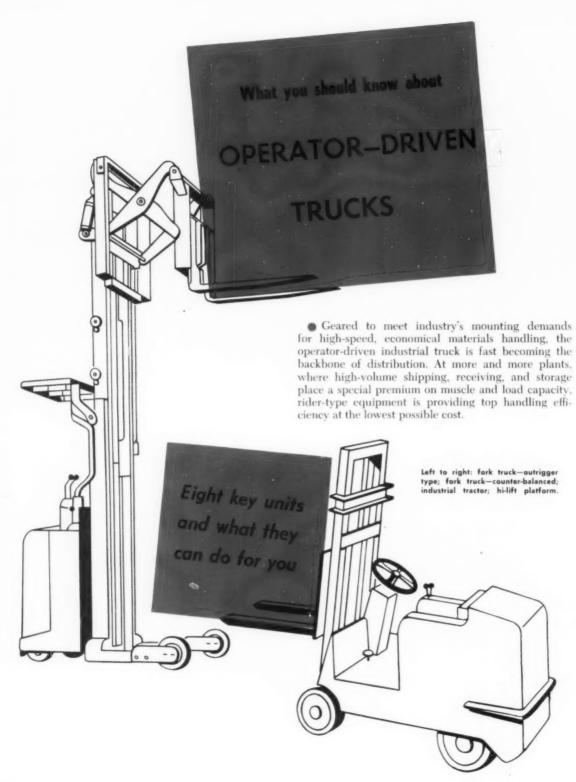
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ADDRESS

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### The third in a series of articles dealing with the traffic executive and his material handing problems

For example, power-packed, operator-driven industrial trucks are saving time and boosting efficiency at the General Public Warehouse Company in Philadelphia. Equipped with giant clamps, they're moving mammoth rolls of paper totaling over 260 tons a day at an average speed of just under four minutes per roll-unloading, stacking, and loading out included.

What's more, because of their reach and versatility, the trucks are serving as the keystone of a vertical stacking system, rather than a pyramiding procedure, that has upped available storage space at the Philadelphia facility by 25 percent and cut damage to paper rolls by 20 percent.

#### handling success story

At the Godfrey Company in Milwaukee, meanwhile, similar handling achievements are being racked up by rider-type equipment. A wholesale food distributor, Godfrey moves more than 85,000 tons of merchandise a year.

Stacking for storage, under such conditions, could pose a real headache. But not for this firm. Using a triple-stage upright in its storage operations involving the upper half of all racks, the concern has reduced stacking time by 35 percent and is moving commodities in and out of its plant with unparalleled

Basically, there are seven key operator-driven industrial trucks. Since high-speed, low-cost handling hinges largely on the judgment and know-how of the distribution executive in assigning the right machine

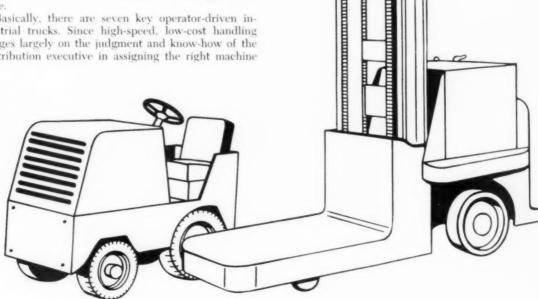
to the right job at the right time, an understanding of what each kind of truck is designed to do is essential to his direction of his firm's handling program.

Certainly the most widely used rider-type truck in industry today is the counterbalanced fork. Its function? Stacking and storage, plus the hauling of loads over relatively short distances.

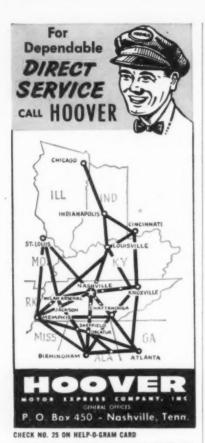
As a stacking device, the fork is especially flexible. It can be assigned to a wide variety of tasks, such as truck loading, commodity warehousing, in-plant storage, and order picking.

A highly effective MH component, the fork truck handles palletized loads in cantilever fashion-these loads being counterbalanced by the weight of the truck, with the load wheels serving as a fulcrum. The forks are attached to a carriage which moves up and down on a mast.

One performance factor with which the distribution (Continued on page 50)



August, 1958





Marsh Stencils
assure safer,
faster shipping.
Write us for
free booklet C-58.

# MARSH

MARSH STENCIL MACHINE CO. 75 Marsh Bldg. ● Belleville, Illinois CHECK NO. 34 ON HELP-O-GRAM CARD

## ... traffic profile ...

Effective transportation control means teamwork with top management, purchasing, sales and operations, as well as participation with carrier and civic groups to get better transportation for shipper, carrier and community. That's how Julius J. Feldheim, traffic manager of Woodward, Wight & Co., Ltd., New Orleans, sees the role of the modern traffic manager.

"The greatest challenge to every traffic man lies in his ability to honestly prove his worth to his company and community and, beyond that, transportation's important relationship to every phase of business activity and our standard of living," Mr. Feldheim believes.



Julius J. Feldheim

Mr. Feldheim is an ardent advocate of uniform, nationwide, traileron-flatcar service, which he contends is urgently needed and could be the salvation of both rail and highway carriers.

"It would solve many of their financial and service problems with great benefit to the public," he says. "Motor carriers would enjoy a reduction in operating costs, plus relief from various state highway weight restrictions."

As TM for Woodward, Wight, one of the largest distributors in the South, Mr. Feldheim deals with thousands of commodities in the fields of mill, machinery, steel contractors' equipment, building materials, hardware and household items.

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#### BELLERIVE

214 East Armour at Warwick Boulevard

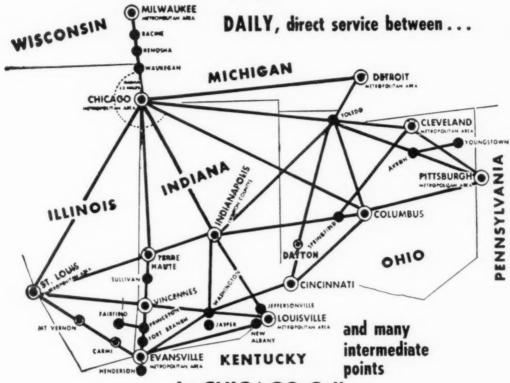
HOTEL

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CINCINNATI, OHIO	DETROIT, MICHIGAN	LOUISVILLE, KENTUCKY	ST. LOUIS, MISSOURI Geneva 6-0171				
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CHECK NO. 18 ON HELP-O-GRAM CARD 30

Traffic News

SHIP

M I D w E S

(Continued from page 25)

ice's Ontario, California, facility . . Appointed to Swissair's New York Staff: William F. O'Brien . . .

Hennis Freight Lines, Inc. has announced the appointment of Frank Cafazzo as sales representative in the



Frank Cafazzo

Cincinnati area. Mr. Cafazzo was previously associated with Sims Motor Transport Lines, Inc.

Big doings at Trailmobile. Lewis E. Craig, Jr., appointed eastern division



Lewis E. Craig, Jr., left.

manager for the truck-trailer manufacturing firm. Louis F. Manneschmict appointed assistant v.p. of sales and Morton Roberts appointed sales representative for Long Island City, New York, branch.

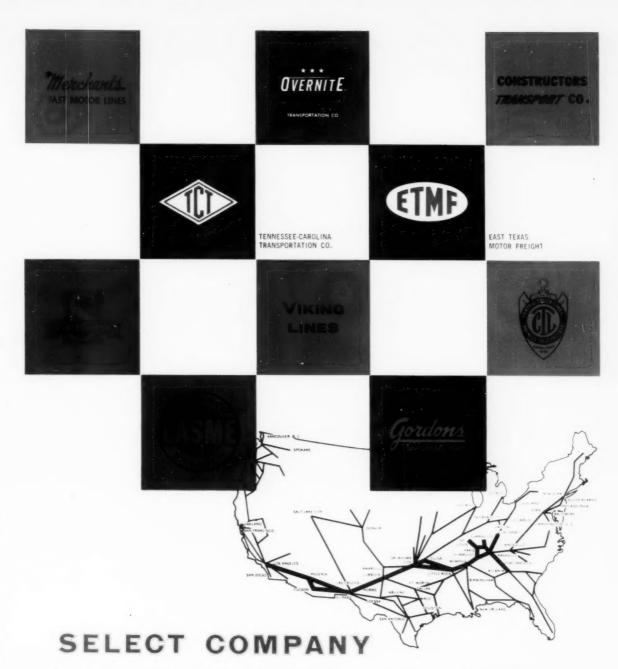
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> We have served these Companies:

Mid-States Freight Lines, Interstate Motor Lines, Spector Motor Service, Glendenning Motorways, Akron-Chicago Transporation, Melvin Trucking, Scuthern Express, J. Beidler Camp Terminals, Transcon Lines, Gerard Motor Express, Be-Mac Transport, Illinois California Carp., Consolidated Freight Ways Inc., Excel Truck Service, Internation Molding Co., Rhopac Inc., Peerless V. Belt Co., Racine Hotel & Many Other Projects.

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You, as a shipper, benefit from the unique relationship that exists between TIME and this select group of carriers.

Another important reason to ship via TIME, so dependable, it's Scheduled

INCORPORATED

August, 1958

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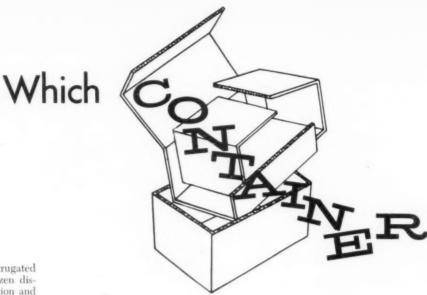
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Los Angeles • Phoenix • Tucson • El Paso • Hobbs • Lubbock Oklahoma City • Tulsa • Little Rock • Memphis • Atlanta Cincinnati • Evansville • Nashville • Humboldt • Paris, Tenn. • St. Louis Call Stations:

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What is the ideal corrugated shipping container? Ask a dozen distribution executives that question and you're likely to get a dozen different answers.

Why? Because protective packaging, to be fully effective, must be tailor-made to the specific transport, handling, and storage needs of the company using it. Since firms vary widely in the products they turn out and the traffic procedures they follow, the ideal corrugated carton at one firm may well be a colossal bust at another, and vice versa.

#### one piece wrap-around

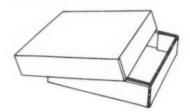
At the Exide Industrial Division of the Electric Storage Battery Company, for example, a one-piece wraparound carton is working wonders in the firm's shipping and handling operations. Produced of heavy corrugated and designed to haul batteries ranging all the way from small emergency units to large, heavy-duty equipment, the new container replac-

es a wide variety of other packaging components tested and found wanting in the past.

Its advantages: Quick assembly, a reduction of close to 50 percent in material costs and even greater labor savings, and a decline in freight expenditures of nearly 20 percent. What's more, the wrap-around is currently providing the company's in transit batteries with far more effective protection against damage than ever before.

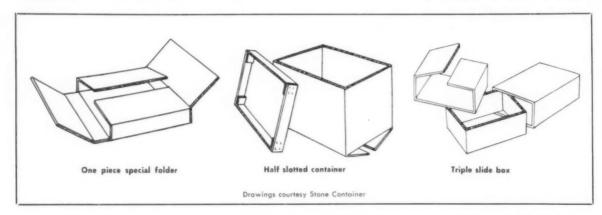
Yet, at the Wisconsin Motor Company in Milwaukee, where they've tried everything from wrap-around to regular double-wall slotted boxes, it took a four-part container to do the job. A manufacturer of engines, the firm now packs 300 to 450-pound equipment in a new corrugated shipping carton, suited perfectly to its needs.

Telescope box—A container in which the sides and the ends of the lid are cut the same width as the sides and the ends of the base, thus enabling the lid to fit securely over the base.



The base of the box is a wooden skid on which the engine is mounted. A three part hood, consisting of an insert, an inner cap, and a top-flapped outer jacket, fits over the engine and is strapped to the skid.

As a result of its new packaging



## is right for you?

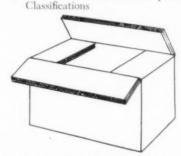
procedure, the company has slashed its packing expenses four ways. First, it has reduced tare weights by about 30 pounds per unit. Second, it has reduced package assembly time by 27 man-hours per working day. Third, it has cut damage and harmful dust significantly. And finally, because engines may now be stacked four high, it has streamlined Wisconsin Motor's storage and inventory control.

For the distribution executive seeking a corrugated container that will give his outgoing shipments maximum protection at minimum cost, therefore, a logical first step is a painstaking reappraisal of his company's shipping, handling, and warehousing. Once these are at his fingertipsand once he has had the chance to decide just what he wants his packaging to do-he is in a position to pursue the ever-elusive goal of every cost-conscious distribution executive the selection of corrugated packaging which will be economical, afford foolproof in transit protection, and will fit in perfectly with his firm's traffic operations.

Essential to this selection is a careful reading of the regulations governing the shipment of his type of merchandise by motor, air, or water carrier. These may be found in:

Rule 41 of the Uniform Freight Classification

Rule 5 of the Motor Truck Classification Rule 18 of the Official Express



Double wall container—Has same advantages as regular slotted carton. In addition, is constructed of double-wall board, with A and B fluted corrugations providing added strength.



Full flap slotted box—End flaps equal length and side flaps full length of box. Overall, the length of this carton is about twice its width.

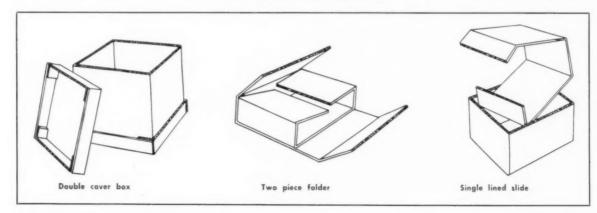
Tariff 4 of the Bureau of Explo-

Postal Laws and Regulations Tariff 1 of the Official Air Freight Rules

Freight Container Tariff

Since the merchandise being transported is of chief concern to the shipper, the corrugated container chosen must, obviously, fit his product, rather than the merchandise fitting the carton. Thus, the distribution executive's next move is holding his product up as a yardstick by which his packaging will be selected.

To begin with, he must list the length, width, and depth of his prod-



August, 1958

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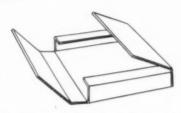
#### LASALLE EXTENSION UNIVERSITY A Correspondence Institution

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uct. Any corrugated carton purchased should fit these overall dimensions perfectly. An oversized box is uneconomical. Not only will it lead to added—and needless—packing costs, but it will detract significantly from the distribution executive's available storage and shipping space.

Product weight is another factor to consider. If handling is to be expedited and in transit damage reduced, a container must be capable of holding and protecting the contents against normal shipping hazards.



One-piece folder—Carton is tailor-made to the shipping of flat, sturdy objects. One advantage: The speed and ease with which it may be set up.

A special word of caution is advisable here. Packaging experts warn: When containers are under-test and adequate shipping protection is shelved in favor of cost considerations, the end result is usually excessive damage. Containers that are over-test, on the other hand, are uneconomical. When using over-test containers, the tendency is to overpack. Excessive container and freight costs will be the order of the day.

While a box must conform to the commodity it will carry, its construction must also be influenced significantly by the company's method of packing, shipping, and handling. In this instance, it is up to the distribution executive to consider how his freight is transported; how his product is classified and packed; and how his outbound containers are sealed and handled.

Of special importance is the distribution executive's role in selecting a container that will be handled speedily, easily, and efficiently. Heavy, hard to carry, hard to lift cartons increase distribution costs and lead to bottlenecks on the shipping floor.

It may be advisable, in some instances, for the container chosen to be equipped with a hand-hole or handle. In other instances, alterations in shape or dimensions can pave the way to easier handling and reduced expenses. Surveys have revealed, for example, that oblong containers are much easier to stack and handle than square containers. In addition, the longer unit permits personnel to stagger and interlock rows



Regular slotted container—A one piece unit, this carton is industry's "standard" box and is adaptable for use in a variety of cases.

of cartons - thus achieving higher, damage-free stacking.

Still another facet that must be considered is how a container will be handled once it has left the shipper. When a product is to be unpacked and used as part of a store display, certain handling considerations will hold sway. The container that will be shipped directly to a warehouse or customer, on the other hand, will require different treatment.

Only through a thorough understanding of protective packaging, his own shipping procedures, and the capabilities of the various corrugated containers on the market can the distribution executive select the type of container that will afford him top-level protection and ease of handling at the lowest possible cost.

In reaching a decision as to which container is right for him, the distribution executive should find the following questions of value.

- 1. How much does your product weigh?
- 2. What are the dimensions of your product?
- How many units are usually packed in a single carton?
- 4. What is the value of your product?
- 5. Is your product especially fragile? Perishable?6. How many units do you ship
- monthly? Annually?
  7. If more than one unit is packed
- in a carton, is protective partitioning required?

  8. Is packing a manual, semi-au-
- tomatic, or automatic process?

  9. What kind of carrier will haul
- the product?

  10. How is your product handled in your plant? Outside?
- 11. Is the product dangerous or explosive?



## CARGO CURRENTS

Planning to launch trans-Atlantic DC-8 jet cargo and passenger service late in 1960, Olympic Airways—with headquarters in Athens, Greece—has opened its first sales office in the U. S. Address: 655 Madison Avenue, New York City.

A member of the International Air Trans-

A member of the International Air Transport Association, Olympic is currently operating flights linking London, Paris, Rome, Athens, Istanbul, and Beirut. Added service to Frankfurt, Zurich, Tel Aviv, and Cairo gets underway on August 16th.

The airline's projected U.S. to Middle East run will be based at New York International Airport.

A time-saving, cost-cutting air-truck freight system, launched in the Midwest six months ago by Northwest Orient Air-lines and 12 major motor carriers, is about to become a coast-to-coast operation.

Northwest is currently inking agreements with truck lines in 29 states and expects to offer its expanded service to shippers "within a month or so."

Basically, the airline's plan calls for participating truckers and Northwest to haul a consignment from shipper to receiver on a through joint rate. One numbered document—a "joint air-truck bill of lading"—will cover the entire shipment.

The new service is expected to lead to speedier on-the-ground handling of air cargo; faster and surer information for shippers and receivers regarding the progress of a consignment; and expedited freight transfer between motor carriers and Northwest at interchange points.

Still expanding its operation, <u>Japan Air Lines</u> last week added another DC-7C flight to its trans-Pacific run. The carrier's present schedule calls for five Super Courier, plus two DC-6B, flights per week.

SAS has been granted permanent rights to fly to Los Angeles and to launch an entirely new route to Anchorage, Alaska. The northern run will enable the line to pick up passengers and cargo at Anchorage, but only on flights originating in Tokyo.

A recommendation has been made that the Civil Aeronautics Board grant authority to the <u>Flying Tiger Line</u>, Inc. to haul property and mail between inter-area points of the regions it serves as an all-cargo carrier.

This would permit Flying Tiger to transport local freight between 70 additional pairs of points not serviced by the carrier at the present time.

Radio-controlled pickup and delivery trucking service for air shippers has speeded up the tempo of American Airlines' on-the-ground handling and movement of cargo in the New York area.

Inaugurated recently, coordinated skysurface shipping has this far slashed an estimated two hours from the carrier's ground schedules.

The new service is designed to further streamline American's ground procedures in preparation for the line's introduction of jets later this year.

Want to keep abreast of the latest developments in air cargo "know-how"? A number of carriers are currently offering films covering the field to interested traffic or business groups on a free loan basis.

Here are some of the more informative pictures available:

BOAC Winged Cargoes -15 minutes
KLM Air Freight -13 minutes
"Winged Profits 28 minutes

Seaboard & Western—"Air Van to Europe"
—15 minutes

<u>United Airlines</u>—"Ship The Best Way"— 28 minutes

Pan American World Airways—"The World
—Your Market Place"—22 minutes

The British Overseas Airways Corporation has issued a new memorandum tariff listing its cargo rates, plus general information on insurance, valuation charges, and export documentation.

Freight rates quoted are for 150 trans-Atlantic and 17 Carribean delivery points.

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Computing your air cargo costs? Want to find out how they stack up in comparison to what you pay to ship your gods via sur-

face transportation?

Here's a handy, time-saving check list covering all of the expenses involved in both methods of shipping. The sum total of your answers to each point on this list should provide you with a clearer picture of your surface versus air cargo costs.

A. TRANSPORTATION AND ALLIED CHARGES Air Surface

1. Insurance-door to door.

2. Packaging

- 3. Transport fees at embarkation point a. Trucking b. Transfer

  - c. Fordwarders and other charges
- 4. Documentation
- 5. Consular fees
- 6. Surface and airfreight charges
- 7. Charges at point of debarkation a. Loading b. Landing
- 8. Customs brokers fees.
- 9. Custom duties. gross weight.
- COMPARISON DATA 10. Total time in transit, door to door.
- 11. Value at delivery. (Worth of shipment plus costs No. 1-9).
- 12. Cost on capital investment of freight in transit. (No. 11 × interest rate,
- based on No. 10). 13. Total transport costs. (No. 1-9).
- 14. Total distribution costs. (No. 12 plus total of No. 1-9).
- 15. Percentage of distribution cost to value of product. (No. 13 divided by No. 11). YOUR COMPARISON TOTALS

Red letter date: Air Freight Cartage Conference (annual convention) in Chicago, September 9-10.

"Monitored" air cargo service has been extended by Emery Air Freight to Puerto Rico, Australia, and Hawaii.

Under the "monitor" system developed by the company, shipments between any point in the continental U.S. and either Puerto Rico or Hawaii will arrive with 48 hours from the point of origin. Australian service: 72 hours.

United Air Lines has inaugurated DC-7 non-stop service between Los Angeles and Portland, Oregon . . . Lanica has stepped up its Miami to Lima, Peru, air shipments as a result of its introduction of Viscount propjet service.

Admitted to membership in the International Air Transport Association: Irish Air Lines and Austrian Airlines-the 83rd and 84th carriers to join the world organization.

Seaboard & Western is now serving Basel, Switzerland . . . Pacific Northern Airlines has become the 34th carrier to fly air express. PNA operates between Seattle and points in Alaska.

Air Express International has established new offices at the Municipal Airport in Tulsa; Air Cargo Terminal, Love Field, Dallas; and San Juan International Airport, San Juan, Puerto Rico.

Moving via National Airlines, a 13,000 pound shipment of supplies and equipment was recently forwarded to the University of the Andes in Bogota, Colombia. Consignment consisted of chemicals, glassware, electrical testing devices, sterilizers, and ovens—all destined for the University's new science lab.

FOR YOUR ADDRESS BOOK: New York Airways, P.O. Box 426, La Guardia Airport Station, Flushing 71, New York; Mohawk Airlines, Oneida County Airport, Utica, New York; Aaxico Airlines, Cargo Building 84, Idlewild Airport, Jamaica, New York,



"OUR TRAILMOBILE LO-LEVELS
SOLVED A PROBLEM POSED
BY NEW OPERATING RIGHTS"

J.V. Braswell, President Braswell Motor Freight Lines



TR-717

"Our problem was this:

How do you go from 13' trailers to 12' 6" trailers and still maintain your profit level? The answer, we found, is Trailmobile Lo-Level vans.

"We bought 75 Lo-Levels when newly acquired operating rights extended our operations to 12' 6" states. And we're happy to say we're carrying just as much freight in these units as we formerly carried in our 13' trailers. In fact—because of this—we're able to use Lo-Levels in 13' 6" states, too. And this, of course, facilitates interchange within our own fleet and interlining as well. So it didn't surprise us when we found that Lo-Levels brought our fleet average up to 15,000 miles per month, per unit. In fact, some of our Lo-Levels are averaging as much as 20,000 miles a month.

"Our drivers are sold on Lo-Levels, too. They say they can pull 'em a gear higher than other trailers in the fleet. And this saves gas and wear and tear on the tractors.

"Our maintenance people have been talking up these Trailmobiles, too. They say there's considerably less maintenance on doors, lights, tandems, etc. And speaking of tandems, that sliding tandem of yours is the best we've ever used.

"We're buying 40 more new Lo-Levels right now."

#### TRAILMOBILE INC.

Cincinnati 9, Ohio • Springfield, Missouri Longview, Texas • Berkeley 10, California

CHECK NO. 49 ON HELP-O-GRAM CARD



## New process beats odor—contamination

Odor-contaminated shipments a

damage and loss due to the contamination of your merchandise by smoke or the spoilage of accompanying car-

or the spoilage of accompanying cargo?

One solution being adopted by a

problem? Looking for a way to slash

growing number of industrial shippers is a unique process, designed to free contaminated goods of odors chemically. Using this procedure, such items as furniture, fabrics, display materials, cosmetics, and household goods have already been successfully treated, their full value restored and their acceptance by the consignee guaranteed.

users report

Users like the Gustin-Bacon Manufacturing Company of Kansas City, Missouri; Corday Perfumes of New York; and the Belco Glass Company of Patterson, New Jersey all report that the results achieved in deodorizing their products have been excellent.

Basically, this is the crux of the process: Smoke research has revealed that the odor-causing particle is a minute ball consisting of a mixture of oils, tars, gums, water, and soot. Smoke molecules may or may not leave a stain, depending on the amount of soot and carbon they contain. But, on the other hand, they invariably attach a foul aroma to

merchandise with which they come into contact.

When these molecules enter a confined area—as, for example, the interior of a truck or the hold of a ship—they deposit themselves on all open surfaces. Driven by heat and air currents, they find their way into every accessible crack and crevice.

The result? Contamination—contamination often so severe that the goods affected become utterly worthless.

To combat smoke odors, the deodorizing process relies heavily on vaporizing equipment, so constructed that it pushes an odor-counteracting agent to all areas affected by the smoke molecules. These vapors follow the course of the smoke and function both physically and chemically.

During the chemical phase of the deodorizing operation "neutralization" is achieved. Researchers have long noticed that when two opposite odors are smelled together, it is possible for one to cancel out the other.

Deodorizing agent is sprayed on a cargo contaminated in transit. Result? The shipment will be restored to its full value.



A chemical solution serves as the basis of the decontamination procedure. Here "vapors" are readied for use on a consignment.



The odor-counteracting process, therefore, employs some 125 odor "components" to cancel out the aroma left by smoke.

At the same time, the deodorizing agents also carry away the smoke molecules causing all the trouble. As they circulate, they attach themselves to the same surfaces as the smoke odor particles. A physical "squeeze play" then takes place. Being more volatile than the smoke particles, the agents work deep down beneath the smoke molecules and force them into the air.

Once odor molecules have been separated from the surfaces to which they've attached themselves, highpowered fans or ejectors drive them outside the shipping area, where they are no longer any problem.

#### fighting spoilage

By and large, the same procedures used in ridding cargo of smoke odors are employed in the fight against contamination due to spoilage. In addition to the vapors previously described, where deep penetration of a counteractant is required, a potent detergent is generally used. The decontamination of containers or vehicles fouled by flooding, mustiness, or spillage, for example, would require a detergent.

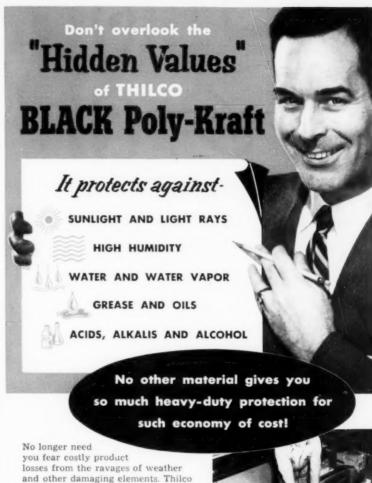
The chemical vapors utilized in decontamination are colorless. Care is taken to prevent merchandise becoming damp and there are no components contained in the solution that can react on colorfast dyes. What's more, the product is non-toxic and will not create a fire hazard.

To determine whether decontamination is really effective and permanent, the U. S. Testing Company recently surveyed firms that have used the technique.

Results of that survey? The nationally-known testing group's full approval for the process as an "efficient, permanent, and satisfactory method" of cutting decontamination damage and restoring odor-affected shipments to their full worth.

#### package protection through pictures sparks ASA project

Safer, more effective, around-theworld package handling is the goal of a new project launched recently by the American Standards Association. Object: The development of a standard picture language furnishing handling instructions readily understandable by handling personnel, regardless of the tongue they may speak.



and other damaging elements. Thilco BLACK Poly-Kraft - the tough, durable Kraft that's coated with inert black polyethylene gives the positive protection you can rely on. "On the job" outdoor tests prove lasting protection four times and more longer than regular asphalted grades A light barrier, BLACK Poly-Kraft absorbs the sun's destructive ultraviolet rays and defies rain and snow which combine to decay and rot most protective coverings. Thilco BLACK Poly-Kraft is heat sealable. flexible at -60° F. and highly resistant to crease breaks, ruptures and punctures. Here's "Hidden Value" with hundreds of practical uses you can put to work everyday.



WEATHER RESISTANT SHIPMENTS



ALL-WEATHER PROTECTION



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— Contains samples and detail data on these "Black Magic" Thilco Protective Papers.

Till GO

Functional Papers FOR PROTECTION THAT COUNTS!

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THILMANY PULP & PAPER COMPANY KAUKAUNA • WISCONSIN •



#### Experts advise

#### Beat the clock



• When should the distribution executive ship by air? And how can he expedite the handling and delivery of his airborne merchandise?

For the answers to these two key questions, Shipping Management-National Hi-Way Shipper recently surveyed some of the nation's leading industrial shippers. The results of that study indicate that traffic executives today rank the speed with which air cargo moves as their first consideration in using air carriers for certain types of consignments.

Montgomery Ward, for example, relies heavily on air transport in the shipment of its mail order fashions. Why? Because by taking to the skies, a single distribution center in Chicago, headed by General Traffic Manager T. C. Hope, effects delivery of mail order garments to company stores around the nation in a fraction of the time normally required by surface carriers. This has resulted not only in widespread distribution

economies, but has also given the mail order fashion department a reputation for prompt, effective service to customers.

#### news via air cargo

Newsweek Magazine, meanwhile, is even more dependent on air cargo in its operations. News is a highly perishable commodity. Consequently, since Newsweek is edited in New York and printed in Dayton and Los Angeles, sky freight is the keystone upon which Traffic Manager John A. Redmond has based his transport program.

Engravings, photos, mats, and a variety of other editorial materials are shipped by air between New York and the magazine's printing plants on a daily basis. Finished copies of each week's issue, moreover, are flown to readers around the globe.



Steps in making an export shipment by air. 1. Shipper submits invoice, export declaration, license. 2. To airline. 3. Prepares air waybill, checks documents.

4. Export clerk checks and verifies air cargo manifest, license for export, export declaration. 5. Customs inspector makes spot check. 6. Loaded on plane.









### with air freight

At the Kansas City (Mo.) Division of the Bendix Aviation Corporation, the accent is on inbound shipments. The Bendix facility relies to a large extent on air freight for "any production items urgently needed in our plant."

To expedite receipt of these production items, the division has established the following procedure: Inbound shipments are picked up at the airport during the day by the company's own trucks. Shipments that arrive at night are processed immediately and delivered to the plant at 7 A.M., Monday through Friday.

at 7 A.M., Monday through Friday. Reports Traffic Manager J. E. Miller: "We have found we can successfully expedite this material if we set up the route and make arrangements with the airlines prior to the time the shipment is picked up. We also protect the shipment by notifying any intermediate stations where the material is to be transferred from one plane to another and one airline to another."

#### efficient record-keeping

Concludes the Bendix traffic executive, "One of the strong points of air freight service is the fact that they keep a record of material loaded. This enables you to trace or expedite shipments. On the other hand, one of the weaknesses we have found is that records are not kept on items on a 'ramp transfer.' Still another facet of air cargo that could be improved is its ground transportation service on materials originating in a

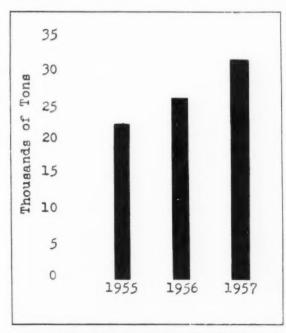
community other than an airport city."

E. D. Budd, Director of Traffic at the Budd Company in Philadelphia, also favors shipping by air when speed is a "must." He utilizes air cargo extensively every year to move the jigs and dies produced at his plant to auto manufacturers in Detroit, ready to tool up for next year's models.

For the Shakespeare Company of

Kalamazoo, Michigan, meanwhile, sky freight offers three distinct advantages. Speed, according to Art Harrison, Export and Military Sales Manager at Shakespeare — America's leading producer of fishing tackle—is again of paramount importance.

Shipping to Alaska on an expanding scale, the firm estimates that air transportation saves it four to six weeks in delivery time. Moving mer-



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chandise via the air, moreover, has eliminated the need for company owned or leased Alaskan warehouses and has enabled it to substitute inexpensive cardboard cartons for other types of packaging — a saving of up to \$30 per case.

Meanwhile, as more and more shippers look to air cargo as a means of transporting goods between distant points at the fastest pace possible, airline officials are taking steps to make sky freight even faster and to eliminate on-the-ground bottlenecks.

#### carrier-receiver teamwork

According to Emery F. Johnson, president of Air Cargo, Incorporated, a move is now underway to increase cooperation between receivers of air freight shipments and air freight cartage contractors. This development should lead to more efficient surface service for air shippers. Through closer cooperation, delayed truck deliveries—largely a result of inadequate loading docks at warehouses and stores — should be cut significantly and the movement of air cargo expedited.

R. L. Mangold, Manager of Air Cargo for United Airlines, on the other hand, has called on the industry to "build pickup and delivery service into air freight operations," so that the vastly expander air service coming with the Jet Age can become a

reality.

#### expediting shipments

In the opinion of John Emery, Jr. of Emery Air Freight, one of the most important steps the air shipper himself can take to expedite the handling and delivery of his goods is to "update his transport concepts and stop piling up merchandise for once-a-day pickups." Once the shipper learns that it makes sense to split a day's outgoing goods and arrange for two or three pickups, instead of just one, the speed with which his shipments will travel should rise significantly.

Declares Mr. Emery: "Many traffic people have yet to learn that air transportation calls for a whole new set of shipping, packaging, and handling concepts. When they do, the troublesome on-the-ground difficulties currently confronting them should disappear and leave them in a better position to take the fullest efficiency inherent in air cargo to-advantage possible of the speed and day."

......

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FAST SERVICE on LTL shipments and second morning deliveries, Great Lakes to Gulf. Check 38 for info. REDUCE COSTS in the shipping department by using this service's temporary employees at busy periods. Bonded, insured workers available at hourly rates or on a per unit basis. Check 39 to save money.

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## NEWS you can use

#### suggestion box evokes personnel mh ideas

At the Carrier Corporation's Syracuse (N.Y.) plant, the employee suggestion box has become a key source of time-saving, cost-reducing materials handling ideas.

Last year alone, company officials report, thousands of dollars were slashed from Carrier's distribution-handling expenditures—thanks to efficiency-building brainstorms from personnel.

Among the suggestions made, which have since become standard operating procedure at the facility, was one concerning an improvement in fork lift trucks. Designed to prevent the wearing out of platform parts and assemblies, this suggestion alone has singled to important advances that have slashed Carrier's handling expenses significantly.

An improvement in the method used to handle freezer cabinets has also reaped big dividends. So has an idea aimed at streamlining the skidding of compressor assemblies.

Most important of all, however, is the fact that the suggestions keep rolling in. During a single month, not long ago, ten top-notch ideas submitted by employees were adopted and are currently paying off handsomely at the Syracuse plant.

Six key factors account for Carrier's successful use of the suggestion box and could be of vital importance to any distribution executive intent on getting ideas from his personnel.

- Employees are encouraged repeatedly to submit ideas.
- 2. They are complimented when they do.
- The Carrier Corporation stands ready to help all employees in the formulation and refinement of their ideas.
- Employees are kept abreast of the disposition of suggestions, once they have begun to make the rounds of top management.
- Top management is always quick to show its appreciation when an idea is finally accepted.
- 6. Personnel are paid for their

ideas, in direct proportion to the savings they effect.

#### the distribution executive's role: top management's view

What does top management expect from the distribution executive? Benorts industrial expert Warren

Reports industrial expert Warren J. King: Smart management expects to see the distribution executive improve handling through effective mechanization. It looks for imaginative work on packages and containers in order to simplify transportation and eliminate special handling.

In addition, top management expects progressive mechanization of storage and warehousing; improvements through better layout; and an alert approach to building design. It also wants its traffic and transportation executive to think increasingly of distribution costs; evolve new concepts of unit loading; and develop new procedures aimed at cutting down multiple handlings.

#### skylight truck promises safer, speedier motor freight handling

A new trucking equipment development, currently being tested in Switzerland, may soon lead to easier and safer motor freight handling for the American shipper.



Fiberglas reinforced plastic panels are being hailed as one solution to the problem of illuminating truck interiors cheaply and adequately. Serving as a sturdy skylight, the durable, translucent panels are affixed to the truck body with epoxy resin. Results to date, as far as efficiency and damage control are concerned, have been excellent.

#### corrugated drums key to firm's cheaper, more efficient shipping

Corrugated drums, plus a revamped packaging procedure, have added up to savings of over 50 percent in the time, labor, and materials needed to ship fibre and plastic products at the Taylor Fibre Company, Norristown, Pa. Reductions in freight costs to date, meanwhile, are estimated at a whopping 60 percent.

The firm uses two types of basic corrugated containers. An adjustable unit-employed in the movement of vulcanized fibre-consists of eight sheets of scored corrugated, four to form the lid and four to form the bottom.

For rigidity within the package, a wooden form is placed around the edges of the bundle of fibre sheets. Steel strapping holds the package together.

In the shipment of fabricated parts and coils of fibre, on the other hand, Taylor utilizes octagon-shaped containers. The packaging procedure employed is much the same as that used on the adjustable unit.

The new corrugated boxes replace crates made of 18 pieces of lumber, heavy lining paper, and steel strapping, formerly used by the company,

#### four point pallet program aims for better methods, equipment

Improved pallets, closer relationships between distribution executives and manufacturers, and a concentrated drive to enhance industry's understanding of the pallet and its uses are in the offing.

At the 12th Annual Meeting of the National Wooden Pallet Manufacturers Association, held last month, the organization enthusiastically endorsed a "four point pallet program" covering the following areas:

- 1. The establishment, at the earliest possible date, of a system comprising at least 3, and preferably 4, new pallet grades to cover all qualities of pallets, from the highest to the lowest, so that the buyer will know at all times what to expect and what he is buying.
- 2. The creation of a Specification

Analyzation service for all customers which would encourage users not to over-engineer pallet specifications by including unrealistic limits, and not to underengineer by omitting needed requirements. This service would be conducted by the members of the Association.

 The encouragement of buyers to make Pre-Award Surveys of pallet mills on medium or larger orders to determine their ability to supply the desired pallets from the standpoint of adequate facilities, equipment, and lumber supplies.

This would be made by the customer's personnel. The services of the NWPMA would be avail-

able to all.

4. The initiation of an inspection procedure—based on a penalty system tied in with the comparative value of component pallet parts—which will make for fair and equitable adjustments to both customer and supplier for non-compliance with specifications or grades.

#### analysis and organization basic to effective storage procedures

By organizing his storage procedures with the same thoroughness he reserves for other key operations, the distribution executive can help slash his firm's inventory and handling costs significantly. So says Edward E. Moon, one of the nation's foremost authorities on warehousing and storage techniques.

According to Mr. Moon, common sense and improved equipment have already led to more economical, more efficient storage operations at a variety of companies around the country. Typical of these concerns is a Midwestern grocery firm which recently pared its order-filling time by 50 percent and affected a large reduction in its storage expenses.

The formula? An intensive survey, covering the frequency of movement of every article handled in the com-

pany's warehouse.

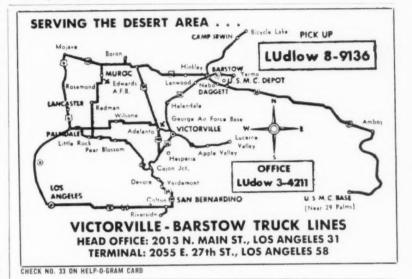
Today, thanks to the study, the concern's fastest moving grocery items are located nearest its warehouse doors. Slower moving items, meanwhile, have been placed in more distant locations, in accordance with the demand for them. The result: Easy access to popular items, reduced handling, and a sweeping improvement in shipping and receiving procedures.

A leading southern textile manufacturing firm has likewise reduced its handling and storage costs through common sense alterations in its setup.

Stocking over 3,000 items, prior to an extensive updating of its methods, the company's sales far exceeded its warehouse capacity. A careful survey, however, quickly revealed that a "bin storage system" would enable the concern to expand its available space markedly.

As a result, the company's warehouse is now accommodating heavier storage loads with greater efficiency than ever before. Operating costs have declined; manpower needs have dropped by 25 percent; and outbound shipments are moving with unparalleled ease.

Recommends Mr. Moon: "Here are the keys to good storage practices. First, place your fast moving items in an advantageous position and dis-







pense with the costly luxury of alphabetical listings. Secondly, group individual articles as soon as they arrive, and keep the group as a unit for as long as possible. Thirdly, eliminate unnecessary moves."

Above all, Mr. Moon concludes, analyze your storage needs with the same attentiveness and care that you normally lavish on other operations. The results will be more than worth it.

#### specifications for nailed wooden and lock corner boxes revised

The National Wooden Box Association is offering an analysis of the revised specifications for Nailed Wooden and Lock Corner Boxes For Industrial Use, NWBA Specification I-1B, May, 1958.

Changes included in the revised specification reflect current requirements and practices of both box users and manufacturers.

Industrial wooden box users, particularly those holding copies of Specification I-IA, are urged to obtain the revised specification. Contact the National Wooden Box Association, Barr Building, Washington 6, D. C.

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#### new distribution materials and methods to highlight ATC meet

Place: San Francisco, Date: September 28-30, 1958. Meeting: The annual convention of the Associated Traffic Clubs of America. Highlight: A conference and trade show offering the distribution executive a golden opportunity to add to his traffic "know-how" and to keep abreast of up-to-the-minute developments in methods, materials, and equipment.



#### D. R. Dominie's

#### LISTEN, MR. TRAFFIC MANAGER

Traffic Managers and their colleagues are the meanest, most cantankerous, least understanding, and most stupid individuals in industry today!

If you don't believe it, look at some of the correspondence received daily by industries which do a large vol-

ume of shipping.

Obviously, Traffic Departments do not know how to package their products. By and large I would say that our main objective is to package material so that there is no way in which it will arrive in good condition. Our goal is to package material with as much corrugated and cushioned material as possible in the least effective manner.

We enjoy having material arrive in damaged condition. Our greatest disappointment is to have a dealer call and tell us material arrived in excellent condition. The whole department is upset for weeks when this occurs and every effort is made to instruct the packers and shippers in packaging material so as to cause the most damage to the product.

#### why not cast iron boxes?

It is also quite apparent that we in the traffic profession are extremely negligent in not having gone to cast iron shipping containers long ago. It is also obvious why we have not gone to cast iron containers. When the wheels of a freight train run over our package, it might not get broken if it were so protected.

Wherever possible, we try to pick the slowest method of transportation, provided, of course, it is the most expensive. Our routing divisions have been carefully trained in determining the most round-about route to any city. In conjunction with this our routing division is also skilled in picking routes where we will encounter the most transfers.

By and large our greatest objective is to pick carriers who we know will go bankrupt while the shipment is en route. To achieve this takes a great deal of skill and obviously needs a person of college caliber.

- How not to run a model traffic department.
- How to enrage customers, carriers, post offices.

Wherever possible, we try to break down a dealer's order and ship it in as many small lots as possible. We do this so that the dealer can be assessed the minimum charge on each piece forwarded. We have a new technique now, whereby all normal Parcel Post shipments are forwarded

by truck or rail.

The best fun that we in the Traffic Department have is in determining classifications of commodities shipped. Usually the secretaries do this on a rotating basis. They open freight classifications and insert a pencil, indiscriminately, at any page. Wherever the pencil leaves a mark determines the classification to be used that day.

Our rates department has had equaly good training. In most Traffic Departments the rate division holds a daily card game and the loser is expected to make up his losses by assessing exorbitant freight charges, the total of which will give him the amount which he has lost in the card game. Unfortunately, this be-

comes one of the greatest problems in our rate division because of the over-zealousness of some of the newer personnel who try not only to make up their losses but to show a profit as well.

Recently, we had another problem in that customers were receiving all of the merchandise which they ordered. However, the solution to that was quite simple. We placed a man at the end of each shipping line whose daily duty was to take one piece of material out of each carton which passed him. This has proven quite effective in having shipments reach the dealer with some material missing.

Because we have so many people working in the Traffic Department, with very little to do, we have recently inaugurated a new system on the handling of claims. In our claims division we have one person responsible for the filing of the claims with the carriers. A tickler file has been set up to prevent documents being sent to the carrier until after the statute of limitations has expired. When the time limit for filing a claim has expired, the girl will take the documents from the file and enter a claim with the carrier. This means that considerable correspondence ensues thus making jobs for personnel and the claims division, as well as our own Accounts Receivable Depart-

The scales in our Shipping Department have all been accurately adjusted to read 15 lbs. over the normal weight. Thus a package never leaves our Shipping Division with the correct weight.

If anyone doubts the veracity of the above-mentioned goals for the Traffic Department, we ask him only to look, as stated previously, at the incoming correspondence from dealers who receive our merchandise. All of this attests to the fact that we in Traffic have trained and dedicated ourselves to the accomplishment of utter chaos in industry.



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Sponsoring a meeting, course, or special event of interest to traffic and transportation executives? Drop us a line, so that Shipping Management—National Hi-Way Shipper can list your organization's session.

#### Materials Handling

(Continued from page 27)

executive should be familiar is the amount of freelift provided by a given unit. Briefly, free-lift represents the fork height from the floor to the top of the forks *before* any part of the truck projects above the stated overall collapsed height.

This is an extremely important consideration when stacking operations must be carried on in low headroom areas, such as in truck trailers and cramped storage facilities.

The amount of free-lift available varies with the fork truck model in use. It can range from as little as three inches to as much as 60 inches before the overall height of the truck increases.

Other counterbalanced fork truck features: Capacities ranging from about 1,000 pounds with a 24-inch load center to a maximum of 100,000 pounds with a 42-inch load center; storage battery, LP gas, diesel, or gasoline power; and solid or pneumatic tires. Counterbalanced forks may be broken down by the location of the operator into sitdown, central control; stand up, end control; or stand up, central control equipment.

#### reach-type trucks

Reach-type fork trucks comprise another class of MH equipment with which the distribution executive should become familiar. On this device, the forks move forward to grip, lift, and draw a load back to the mast. Outriggers provide stability and a telescoping mast—hydraulically operated—provides up to 130 inches of lift. Capacities of reach devices run from 2,000 to 4,000 pounds.

Like similar tiering machinery, the reach-type fork is constructed for use in crowded shipping and storage areas. Its design makes the employment of various sizes of pallets and skids feasible.

Also built to tier palletized loads is the *outrigger* fork truck. Loads are carried on forks moving vertically on a telescoping mast, with stability provided by outrigger arms extending forward along the edges of the load.

Operator-driven outriggers are available in capacities up to 4,000 pounds. Lifts go up to 130 inches.

Gasoline or electric powered, the *rider-type tractor* is specifically designed to move large quantities of materials over relatively long distances. The device may be equipped with a wide selection of coupling units to permit speedy makeup of trailer trains.

Here's how tractor-trailer trains are utilized: In the shipping area, fork trucks load up the trailers. The tractor then tows the trailer train to its destination. There the train is unloaded by another fork truck and sent out on another assignment —a perfect example of effective, economical materials handling.

At distribution-conscious companies all over the nation, the role the tractor is playing in materials handling is growing. Because of its adaptability, it may be used for a variety of jobs, from towing tractor trains to hauling loads on its own.

Moving on to rider-type platform trucks, the distribution executive will find three other key units ready to move and handle his merchandise speedily and effectively. The low-lift platform truck, for example, is engineered to transport unit loads on skids. Lightweight and reasonably priced, it may be used in the movement of materials between work areas and in shipping and storage operations requiring fast. easy, horizontal transportation.

#### low-lift trucks

Low lifts range in capacity from 4,000 to 16,000 pounds. In loading, the equipment's platform is driven beneath the load, elevated six inches, and stabilized. Since its load carrying platform is supported at the front end, the low lift platform truck is used e tensively in the movement of especially long merchandise such as pipes.

High lift operator-driven platform trucks, on the other hand, are especially valuable in the tiering of skid loads. Small wheels beneath the truck's platform provide it with stability and, because no counterweight is required, the high lift is often employed in areas where inadequate flooring makes it impossible to use heavier fork truck models.

While similar in appearance to the low lift platform truck, non-elevating platform equipment is not designed to lift loads. Merchandise must be placed on the platform, either manually or through the use of other handling devices.

Nevertheless, the non-elevating platform truck is a valuable asset to any handling program as an inexpensive, yet sturdy and dependable load carrier.

#### accident-prevention rules for truckers set by ICC

In an all-out drive against highway accidents involving commercial vehicles, the ICC has rules that whenever drivers stop their trucks along the road, they must display emergency warning signals. (Exceptions: Vehicles at least 10 feet from the nearest portion of the roadway or parked within business or residential areas of cities and towns.)

You can protect your drivers by seeing to it that they know their emergency signals-and use them. They include:

Daytime warnings-1) One red flag at least 100, but not more than 500, feet behind vehicle, in the center of the lane occupied by the vehicle. 2) One red flag at least 100, but not more than 500, feet in front of the vehicle, in the center of the lane occupied by the vehicle.

Night warnings-1) Upon stopping, the driver should place a lighted red electric lantern or reflector flare on the traffic side of his vehicle. This warning should be set up 10 feet from the vehicle, in the direction of the nearest approaching traffic.

2) Within a period of 10 minutes, a pot torch, lighted red electric lantern, or reflector flare should be placed at least 100 feet from the halted vehicle.



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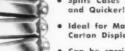
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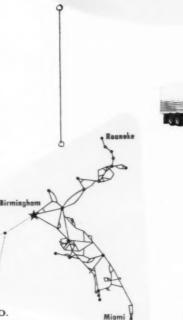
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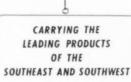
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